

JOB DESCRIPTION

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| **JOB DETAILS** | |
| **Job Title** | Digital Asset and Licensing Specialist |
| **Reports to** | Digital Support Services Manager – Service Desk |
| **Band** | Band 6 (subject to consistency checking) |
| **Department/Directorate** | Digital Services (North) |

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| **JOB PURPOSE** |
| The Digital Asset and Licensing Specialist will be part of a Team responsible for the safe implementation, control and on-going management of all Digital assets and licensing related to hardware and software infrastructure provisioned on behalf of Digital Services.  This post will ensure that the asset and license elements of the Trust and Epic Electronic Patient Record (EPR) warranted environment that support the user at the desktop or while mobile, are consistently accounted for.  This role provides a front-line service to Digital and wider Trust staff. It is therefore a key requisite of this post to maintain a customer focus at all times. Given the dynamic nature of NHS organisations  there will be a requirement for travel to a number of sites dependent upon where the users  are based and the movement of assets.  The Digital Asset and Licensing Specialist owns the Digital configuration management database (CMDB) and asset register, associated systems supporting inventory and reporting, and the complete lifecycle of all digital assets and licenses across the organisation and associated projects plans.  The role will be responsible for the review of new software and project requests to ensure additional licenses are considered, costed and managed appropriately.  The role will also be responsible for confirming the decommissioning of all assets and licenses at the end of their operational life.  The Digital Asset and Licensing Specialist will be based within Digital Services at Northern Devon District Hospital (NDDH) / Devonshire House, however will also work closely with the wider Digital Service, clinical leads and wider Trust staff based at NDDH, Exeter and all Community / remote office locations.  The post holder will be required to provide senior audit and inventory tasks; support the resolution of complex analytical / problem solving; be responsible for developing, updating and implementing process and associated standard operating procedures (SOP’s); contribute to raising risk and issues relevant to own service and work as part of an extensive team; they will also need to work with staff across all areas and levels within the Trust to ensure that the requirements relating to Digital are carried out.  To meet the needs of the service, the post holder may be required to work in other administrative areas as appropriate and as directed by the line manager and may, on occasion, be required to both manage and supervise external staff e.g. temps, contractors, external IT vendors and any agency staff.  Maintains constructive relationships with a broad range of internal and external stakeholders across the NHS and wider working partnerships. |
| **KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES** |
| Responsibilities include:   * Contribute and support a digital technology strategy identifying asset and licensing controls and associated requirements for the delivery of service models. * Maintaining a supported and effective CMDB / asset register of all digital assets. * Ensuring relevant controls are in place to support full lifecycle of digital assets and licenses. * Specialist escalation for the failure to adhere to appropriate asset and licensing controls and policies, that may impact the continued use of assets, resultant penalties of misuse. * Mentoring team members to ensure asset standards and processes are maintained. * Adhering to and promoting the department’s standards for service delivery and control. * Ensuring delays and problems notified to the post holder are escalated where necessary, keeping line manager informed of progress at all times. * Establishing and maintaining good relationships with all Trust staff and all members of Digital Services. |
| **KEY WORKING RELATIONSHIPS** |
| The post holder is required to deal effectively with staff of all levels throughout the Trust as and when they encounter on a day to day basis.  In addition, the post holder will deal with the wider healthcare community, external organisations and the public.  This will include verbal, written and electronic media.  Of particular importance are working relationships with:   |  |  | | --- | --- | | **Internal to the Trust** | **External to the Trust** | | * Digital Services Staff | * Suppliers and vendors | | * Trust Staff (all levels) | * Third-party Support Services | |  | * Third-party Support Services | |  | * Other NHS Trusts within the South West Domain | |  | * Devon County Council | |  | * Other NHS Organisations | |  | * Local Government | |

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| **ORGANISATIONAL CHART** |
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| **FREEDOM TO ACT** |
| * Required to manage new services requirements and projects defined by the Trust without the regular supervision of line management. * Expected to decide upon, define and undertake how specific tasks are completed and developed guided by broad occupational policies with minimal support of service manager. * Work within existing guidelines and policy to deliver tasks, resolve complex issues and provide support with the resources available as expected by the service, without supervision. * Ability to manage and respond directly to situations or requests related specifically to asset services environments and associated operational functions. * Acting as a lead specialist in their own area will work to agreed objectives without regular guidance from Line manager. |
| **COMMUNICATION/RELATIONSHIP SKILLS** |
| * Communications will involve establishing requirements supporting the control of digital assets and interpreting them into information for wider Trust staff to understand and agree to. Support Trust staff and suppliers of all levels to overcome potential barriers to understanding. * Manage all asset and licensing related issues in a timely manner, using good negotiation and motivation skills to ensure activities are completed to appropriate timelines and standards. * Establish where agreed processes are not followed and initiate internal proceedings to ensure that they are followed in future. * Working with Line manager to establish where processes are not appropriate/up to date and need revising. * Complex communication with wider Digital Service teams on technical matters related to CMDB and control processes. * Coordinate with Programme and Project managers to provide support for the management of digital assets identified. * Act as an ambassador for the Trust’s Digital Services Team at all times. * Work in partnership with Finance and Procurement teams in reviewing asset and license need. |
| **ANALYTICAL/JUDGEMENTAL SKILLS** |
| * In times of scarce resource acute judgement will need to be made in order to ensure that the most appropriate issues are escalated and resolved. * Provide recommendations for enabling managed software installations across digital assets maintaining visibility / tracking at all times. * Provide recommendations supporting the resolution of items raised within problem management related to specialty. * Analyses, investigates and resolves complex licensing and software queries, where there are a range of options available. * Perform on-site analysis, diagnosis, and resolution of complex asset management problems for a variety of end user services, and recommend and implement corrective solutions, including third-party resolution as required. * Ensure service conforms to appropriate national standards and escalate risks as appropriate. |
| **PLANNING/ORGANISATIONAL SKILLS** |
| * Management of the workflow process planning for digital equipment, supporting implementation, upgrades and decommission tasks specifically focused on aiding Technology support officers that may need assistance with the control of associated assets. * Scheduling and co-ordinating visits to each Trust site to assess current digital hardware and perform gap analysis based on CMDB records. (asset audits) * Scheduling and co-ordinating asset management training and refresh sessions with staff both digital and wider Trust. * Updating end-user device project plans, trackers, and other work plans in relation to role. * Tracking of telephony and mobile assets, working in partnership with the Telecoms team supporting movement of services and staff within them. |
| **PATIENT/CLIENT CARE** |
| * The post holder is required to put the patient, as the first priority, at the centre of all activities although the post holder will not have contact with patients in the course of their normal duties. |
| **POLICY/SERVICE DEVELOPMENT** |
| * Presents and evaluates draft policies, procedures (SOP’s) and provides constructive feedback, views on impact and risk and relevant challenge to support and improve with Digital Services staff and wider Trust personnel. * Represents the Digital Service as a positive role model in times of service improvement and transition, supporting others to help understand the need for service change and development and assisting with adoption. * Identifies and evaluates potential improvements to digital asset management (incorporating licensing), while discussing and agreeing plans with their Line manager and wider team to implement agreed change based on priority and need. |
| **FINANCIAL/PHYSICAL RESOURCES** |
| * The post holder will be responsible for the purchase, tracking and control of physical assets and supplies which are specific to Digital Services. * Responsible for engaging on maintenance and support contract requests with suppliers and other NHS Organisations related to digital assets logistics (removed / replaced). * Review the cost of licensing on an annual basis aligned with renewals and also support Microsoft software Assurance (SA) and N365 licensing contracts. * Provision of ‘stock’ equipment to staff, ensuring sufficient stock levels are maintained to meet the needs of the service. Ensure sufficient records are kept to enable accurate location and ownership and to provide a complete audit trail. |
| **HUMAN RESOURCES** |
| * Establish high standards of work within the Trust’s service teams support role functions. * The post holder will be responsible for performance against the digital delivery targets. * Management of assets in support for new systems in transition from pilot/test phases to go live. * Takes responsibility for meeting their own development needs with the support of the Digital Support Services Manager and assesses their last years objectives in line with KSF outline. * Works closely with the Digital Support Services Manager to agree and deliver specialist training. |
| **INFORMATION RESOURCES** |
| * The post holder will support maintaining Digital Support services systems and will have to collate information on license use and gather data in order to make decisions for the future. The post holder will need to input, store, modify, analyse, process and present this information as part of service reviews and asset KPI requirements. The post holder will develop reports based on relevant feedback / surveys to inform key stakeholders of on-going service levels (asset demand). * The post holder will be responsible for safeguarding digital information and data sources under the remit of their service and will mentor and support other staff where required to provide assurance as needed. * The post holder will work closely with the Cyber Security and IG services in assuring all digital assets are identified, managed and disposed as per regulatory requirements. * Management of assets in support for new systems in transition from pilot/test phases to go live |
| **RESEARCH AND DEVELOPMENT** |
| * The post holder will regularly undertake research and development activities related to improving the service supported by their role. Will work closely with other Digital departments to inform and develop on Technology requirements. * Expected to present business cases and formal documentation to support new services, policy, SOP’s and developments to support Trust activity. * Expected to manage their service on assessing emerging solutions and industry standards that will support the delivery of digital assets at both Trust tactical and strategic levels. |
| **PHYSICAL SKILLS** |
| * Advanced keyboard use – able to use multikey combinations. * Inputting and manipulating data and information into computer systems. |
| **PHYSICAL EFFORT** |
| * Occasional manual handling will be required. * Physical lifting / manoeuvring of objects may be an occasional requirement. * Light physical effort for short periods daily up to 1-2 hours, with requirement for standing for periods during presentations / workshops approximately 1-2 hours a week every 2-3 weeks. * Light physical effort/occasional requirement to carry, move equipment without assistance up to 10Kg over short distances between desks. Trollies and lifting equipment are provided for equipment requiring to be moved over longer distances. |
| **MENTAL EFFORT** |
| * Concentration required when checking information and when answering queries from Trust staff or third-party suppliers and vendors. There may be interruptions to deal with for example service / process failures and / or personnel challenges. * Requirement to concentrate for long periods when analysing data, developing systems, and dealing with complex tasks relevant to the role. * High levels of concentration when delivering and checking reporting, monitoring service performance working within budgetary controls. |
| **EMOTIONAL EFFORT** |
| * Rare exposure to emotional circumstances within the work place. |
| **WORKING CONDITIONS** |
| * Long periods of working day in front of VDU equipment up to 4-5 hours, however with frequent breaks and interruptions * Busy Office environment. * Working with and around IT equipment. * Working with electrical equipment. * IT Comm’s and Server rooms produce levels of heat and noise relative to the environment expected to work up to 1-2 hours a week in these environments * Visiting and working within varying acute and community locations weekly. |
| **OTHER RESPONSIBILITIES** |
| Take part in regular performance appraisal.  Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling  Contribute to and work within a safe working environment  You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection  As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust’s disciplinary policy) up to and including dismissal.  You must also take responsibility for your workplace health and wellbeing:   * When required, gain support from Occupational Health, Human Resources or other sources. * Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health. * Follow the Trust’s health and wellbeing vision of healthy body, healthy mind, healthy you. * Undertake a Display Screen Equipment assessment (DES) if appropriate to role. |
| **GENERAL** |
| This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.  Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.  T*his is* |

PERSON SPECIFICATION

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| **Job Title** | Digital Asset and Licensing Specialist |

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| **Requirements** | **Essential** | **Desirable** |
| **QUALIFICATION/ SPECIAL TRAINING**  Qualified to Degree level or equivalent experience gained through the management of digital staff and services or relevant experience in digital support services  Asset Management qualifications or equivalent experience  ITIL qualified to Foundation Level  Computing qualification such as MCSE  Recognised line management qualification / Experience  Technical Overview of Epic Implementation | E  E  E | D  D  D |
| **KNOWLEDGE/SKILLS**  Excellent written and verbal communication skills.  Ability to provide, receive and use complex and commercially sensitive information.  High level of analytical thinking and problem-solving skills.  Evidence of supporting a wide range of corporate systems and digital services.  Able to present complex information clearly and accurately.  Authorship of systems documentation including SOP’s, BCP’s, DR’s and Training material etc.  Ability to use Microsoft Windows 10/11 to a superior level.  Working knowledge of ITIL framework.  Good understanding of service catalogue functions.  Excellent understanding of asset management and control.  Ability to understand and undertake the management of risks and issues.  Process Management.  Superior working knowledge of CMDB.  Superior working knowledge of ATP. | E  E  E  E  E  E  E  E  E  E  E  E | D  D |
| **EXPERIENCE**  Proven experience of working at a senior digital planning level.  NHS or equivalent public sector organisation experience.  Experience of supporting major technical changes within an organisation.  Proven experience of a specialist function within Digital Support service.  Evidence of supporting / delivering operational process flow. | E  E  E  E | D |
| **PERSONAL ATTRIBUTES**  Able to work as a strategic team member.  Supervisory skills of technical staff.  Motivated towards development of others.  Able to organise working environments in a way that is conducive to working practices.  Able to work in isolation | E  E  E  E  E |  |
| **OTHER REQUIREMENTS**  The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust.  Ability to travel to other locations as required | E  E |  |

Complete the table below as appropriate

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|  | | **FREQUENCY**  **(Rare/ Occasional/ Moderate/ Frequent)** | | | |
| **WORKING CONDITIONS/HAZARDS** | | **R** | **O** | **M** | **F** |
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| **Hazards/ Risks requiring Immunisation Screening** | |  |  |  |  |
| Laboratory specimens | N |  |  |  |  |
| Contact with patients | N |  |  |  |  |
| Exposure Prone Procedures | N |  |  |  |  |
| Blood/body fluids | N |  |  |  |  |
| Laboratory specimens | N |  |  |  |  |
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| **Hazard/Risks requiring Respiratory Health Surveillance** |  |  |  |  |  |
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| Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate) | N |  |  |  |  |
| Respiratory sensitisers (e.g isocyanates) | N |  |  |  |  |
| Chlorine based cleaning solutions  (e.g. Chlorclean, Actichlor, Tristel) | N |  |  |  |  |
| Animals | N |  |  |  |  |
| Cytotoxic drugs | N |  |  |  |  |
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| **Risks requiring Other Health Surveillance** | |  |  |  |  |
| Radiation (>6mSv) | N |  |  |  |  |
| Laser (Class 3R, 3B, 4) | N |  |  |  |  |
| Dusty environment (>4mg/m3) | Y |  |  |  |  |
| Noise (over 80dBA) | Y |  |  |  |  |
| Hand held vibration tools (=>2.5 m/s2) | N |  |  |  |  |
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| **Other General Hazards/ Risks** | |  |  |  |  |
| VDU use ( > 1 hour daily) | Y |  |  |  | x |
| Heavy manual handling (>10kg) | Y | x |  |  |  |
| Driving | N |  |  |  |  |
| Food handling | N |  |  |  |  |
| Night working | N |  |  |  |  |
| Electrical work | N |  |  |  |  |
| Physical effort | Y | x |  |  |  |
| Mental effort | Y |  |  |  | x |
| Emotional effort | Y | x |  |  |  |
| Working in isolation | Y | x |  |  |  |
| Challenging behaviour | Y | x |  |  |  |